

Youth Engagement

Consultant: Communications and Social Marketing



Project Title	Youth Engagement Consultant: Communications and Social Marketing
Project Summary	Seeking energetic and driven interns to help the Interagency Working Group on Youth Programs create and disseminate engaging and innovative content on youth.gov, engage.youth.gov, and related social media.
Country	United States

Project Description

The IWGYP works to promote coordination and collaboration across federal departments and agencies in supporting youth and young adults. The IWGYP was created by Executive Order in 2008 and involves more than 20 departments and agencies (for example, the U.S. Departments of Health and Human Services, Labor, Agriculture, and Education) working together to improve programs and services for youth. The IWGYP also maintains youth.gov, engage.youth.gov, and related social media (currently Twitter, Instagram, and Facebook).

We are seeking Youth Engagement Consultants with an interest in communications and social media as well as in programs, services, and policies that support the health and well-being of youth and young adults. We have a strengths-based vision for youth that acknowledges the importance of pathways to opportunity and meaningful connections. We emphasize that young people have potential to thrive, while acknowledging where they may face particular challenges and could benefit from particular types of supports. Ideal candidates will share this vision.

There are a number of projects that may be assigned, including:

1. Researching and drafting web content for youth and youth serving organizations. Examples include creating:
 - profiles highlighting organizations that effectively engage young people using a positive youth development approach,
 - summaries of topics of interest to youth,
 - personal reflection write-ups capturing the internship experience,
 - highlights of federal partners (e.g., National Endowment for the Arts, U.S. Department of Labor, or Centers for Disease Control and Prevention), and
 - “evergreen” content (e.g., images, editorial calendar), including blogs and social media posts that educate youth while engaging and encouraging them in making a difference in their personal lives and in the world around them.
2. Researching, recommending, and implementing improvements to youth.gov, engage.youth.gov, and related social media. Examples include:
 - identifying and testing new tools and strategies for engaging young people via social media platforms,
 - reviewing web analytics data to identify opportunities to better serve youth and youth-serving organizations

online, and

- creating and testing new content types for the web and social media, including building out prototypes of content and conducting usability tests on different content types. Content types may include video, photo, text-based, or other ideas.

3. Collecting feedback from young leaders and adults who work with youth in order to identify lessons learned about youth leadership. Lessons learned may be compiled into a leadership guide for youth.

Required Skills or Interests

Skill(s)

Marketing

Social media management

Storytelling/blogging/vlogging

Writing

Additional Information

Skills:

- Experience developing and implementing social media, digital communication strategy, and writing substantive content for the web. Prior web content writing experience strongly preferred. Experience communicating research to practitioners in prior writing.
- Strong organizational and interpersonal skills.
- Ability to work both independently and collaboratively on assigned tasks in a virtual environment.
- Ability to meet deadlines and produce quality work.
- Familiarity with word processing, spreadsheet, and/or database software.
- Ability and interest in learning and using a variety of communication-focused technologies website content management systems such as Drupal.
- Ability to use Facebook Insights and Google Analytics.
- Strong social network skills on platforms such as Facebook, Twitter, and Instagram.
- Comfort using Google Docs and other online collaboration tools.

Interests:

- Youth who are at risk and related topic areas, including positive youth development.
- Using social media to engage youth in positive change.
- Strengthening youth-adult partnerships.

Interns in bachelors and graduate programs are welcome, including those in a field of study related to topics of interest to the IWGY or with an interest in such topics. Visit youth.gov for a list of topics of interest to the IWGY.

Language Requirements

None